

## CLAIMS

1. An electronic label (1) for a display system, in particular for displaying prices in a store, the label comprising a housing (5) presenting at least one wall (2), and transmitter means including an antenna (100; 200) suitable for transmitting a signal from the label to a receive antenna of the display system, the label being characterized in that the antenna (100; 200) extends generally in a plane adjacent to at least one face (21) of the wall (2) in such a manner as to constitute a stack together with said wall.
2. A label according to claim 1, characterized in that the antenna (100; 200) is a film antenna comprising a conductive pattern disposed on a supporting sheet.
3. A label according to claim 1 or claim 2, characterized in that the label includes an insulating layer (7) disposed on the face of the wall of the housing in such a manner that the antenna is sandwiched between the wall and the insulating layer.
4. A label according to claim 3, characterized in that the insulating layer comprises a decorative layer.
5. A label according to claim 2 and either claim 3 or claim 4, characterized in that the supporting sheet forms the insulating layer.
6. A label according to any one of claims 1 to 5, characterized in that the face (21) is an outside face.
7. A label according to any one of claims 1 to 6, characterized in that the wall (2) is a front wall.

8. A label according to claim 7, characterized in that the front wall includes a display (3), and the antenna extends on the face of the wall around the display.

5 9. A label according to any one of claims 1 to 8, characterized in that the antenna is a wire antenna.

10 10. A label according to claim 9, characterized in that the antenna comprises at least two antenna heads (101, 103; 201, 203).

15 11. A label according to claims 8 and 10, characterized in that the antenna heads extend on either side of the display.

20 12. A label according to claim 10 or claim 11, characterized in that the antenna heads are connected to each other at one of their ends by an electrical bridge (106; 206).

25 13. A label according to any one of claims 10 to 12, characterized in that each portion of the antenna is connected to the electronic label in independent manner, in particular by means of a flat cable (115; 215).

30 14. A label according to any one of claims 1 to 13, characterized in that the label includes an electronic circuit, and the antenna (100; 200) includes a flat cable (115; 215) suitable for electrically connecting the antenna to the electronic circuit.

35 15. A label according to claim 14, characterized in that the flat cable includes at least one tab (114) suitable for being soldered to the electronic circuit.

16. A label according to claim 15, characterized in that the tab presents a through orifice suitable for receiving solder.

- 5 17. A label according to claim 6 and any one of claims 14 to 16, characterized in that the wall (2) includes a through orifice (5) suitable for passing the flat cable.